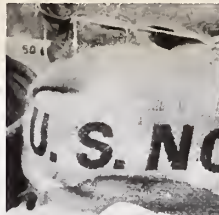


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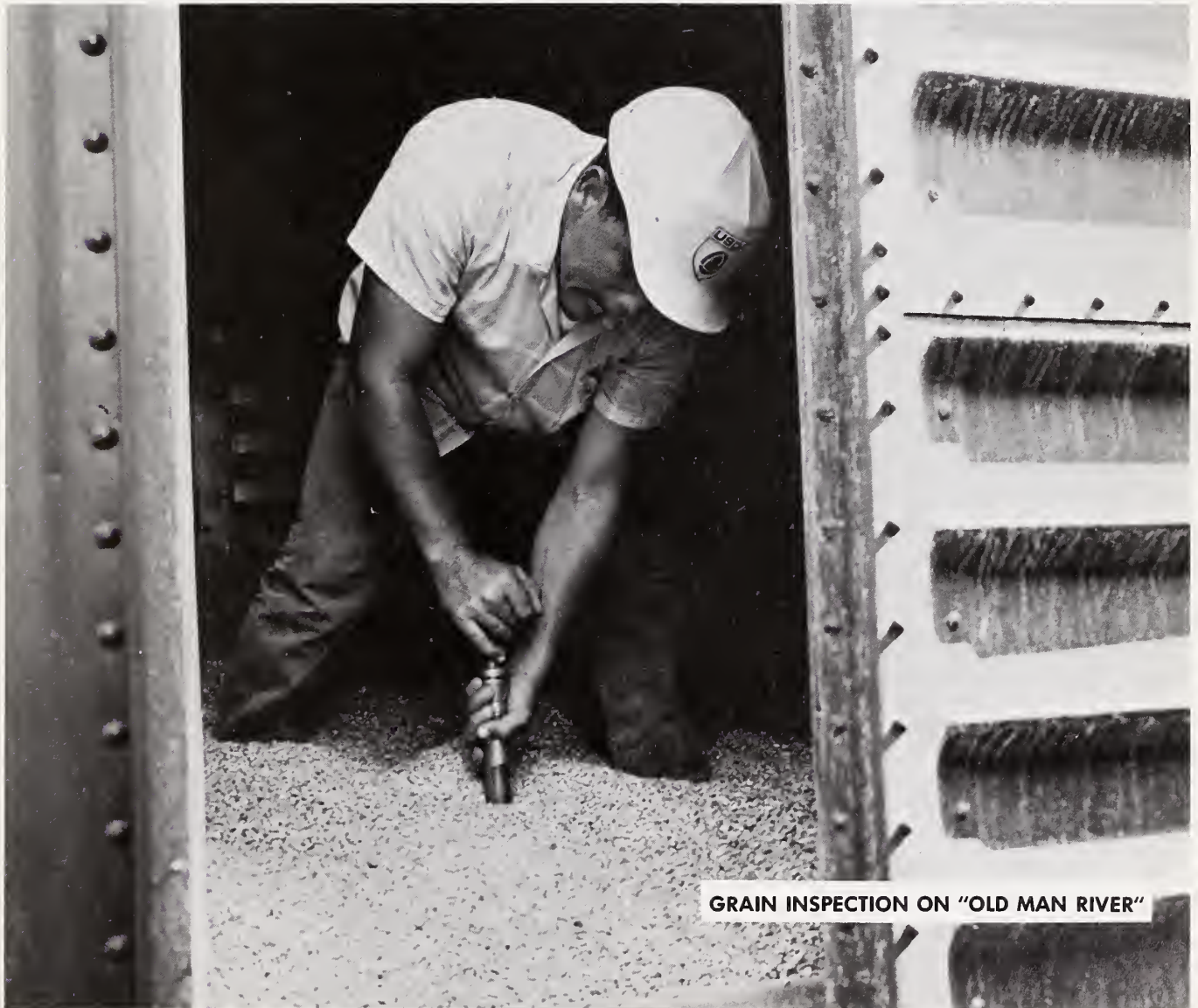
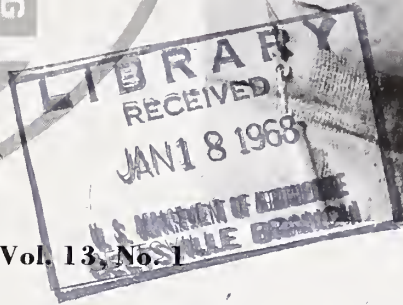
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USD **A**GRICULTURAL MARKETING



JANUARY 1968

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GRAIN INSPECTION ON "OLD MAN RIVER"

C&MS Personnel Spotlight on EGG GRADER

ALADY egg grader? The U.S. Department of Agriculture's Consumer and Marketing Service employs over 300 egg graders—mostly men. But lady egg graders do exist. One is Mrs. Janet Lupinetti, a C&MS grader-in-charge at a shell egg processing plant in Lititz, Pa.

Mrs. Lupinetti will assure you, "It's not exclusively a man's job at all. In fact, women can speak with more authority from a consumer's point of view."

It is an active job, and Mrs. Lupinetti meets the pace admirably. She closely supervises several limited-authorized graders, checks the mass scanning operation (where eggs on a conveyor pass over specially designed lights which enable the grader to determine interior quality) and the mass weighing procedure (egg size is based on minimum weight per dozen). Also as part of her job

to see that eggs packed under the USDA grade shield meet strict USDA requirements, she selects and grades interior and exterior quality of hundreds of sample eggs daily.

Seeing that the plant is kept in a sanitary condition is also part of a grader's responsibility. Egg packing plants which request and pay for the C&MS egg grading service must meet rigid sanitary requirements both inside and outside for USDA approval.

Another of Mrs. Lupinetti's activities is supervision of the Quality Control Program. Eggs packed under this program are labeled Fresh Fancy Quality or U.S. Grade AA — if they measure up to the strict requirements. She visits producers operating under the program, surveys the farms, and is available to give any assistance on how to maintain egg quality through careful hand-

ling and constant temperature control. Chicken flocks included under the Quality Control Program are kept separate from other flocks, and the eggs receive special handling to insure that consumers get the highest quality egg possible.

Mrs. Lupinetti joined USDA 3½ years ago and like most C&MS employees takes pride in her work. One measure of her success is that the shell egg processing plant at Lititz is considered to be an excellent Federal grading operation.

Janet Lupinetti supervises a check for exterior quality of eggs.



IN THIS ISSUE:

Personnel Spotlight 2

Inspection for
More Protection 3

Hunts Point—
N.Y.'s Super Market 4

USDA Food
Eases Beulah's Wrath 6

How to Buy
Fresh Vegetables 7

Grain Samplers and
Inspectors on
"Old Man River" 8

Food Assistance USA
(Updated) 10

Rabbits Make
Great Eating 11

C&MS Briefs 12

Consumer Food Programs
Roundup 15

Rod Leonard Named
C&MS Administrator 16

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Cover Story

With probe in hand, grain sampler draws a sample of grain from a box car on the banks of "Old Man River." See pages 8 & 9.



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INSPECTION for MORE PROTECTION

BY DR. R. K. SOMERS

The Wholesome Meat Act of 1967 will ultimately assure consumers that meat is always federally or State inspected.

A TOTALLY inspected meat supply will ultimately become reality under the Wholesome Meat Act signed by President Johnson on Dec. 15.

The Meat Inspection Act of 1906, administered by the U.S. Department of Agriculture's Consumer and Marketing Service, has put in more than 60 years of vital service to protect the consumer.

The 1906 Act, though, didn't go quite as far as many consumers mistakenly assumed. It covered only meat and meat products produced in plants dealing in interstate or foreign commerce, leaving the inspection of meat sold within State lines up to local governments. This total of non-federally inspected meat was still nearly one-fourth of the Nation's meat supply in 1967.

The Wholesome Meat Act of 1967 will ultimately end the game of chance that has been played by some housewives when they shop for meat. It will assure her that virtually all the meat on sale in the U.S. is inspected by either the Federal government or an adequate State program.

The basic provisions of the 1967 Act:

- Broadens Federal-State cooperative arrangements to strengthen State meat inspection programs. Under this main feature of the Act, the Federal government will provide financial, technical and scientific assistance to State agencies to improve their programs. The U.S. government will pay up to half

the cost of the State program under this provision.

- Authorizes the Secretary of Agriculture to provide inspection at any meat plant immediately—even if it sells only to customers within a State—if the plant is a health hazard and the State fails to inspect it.

- Gives the State government two years to set up a State meat inspection program equal to the Federal program. If the States don't do the job, the Federal government is authorized to take over. After the two-year period, a State may be given additional time if it seems to be making substantial progress.

- Immediately places meat processing in the District of Columbia and unorganized territories under Federal inspection.

- Immediately places "boners and cutters" (persons who cut up carcasses into wholesale cuts or for further processing) under Federal inspection if they are engaged in interstate commerce.

- Eliminates "retailer exemptions" from Federal inspection. These exemptions were usually given to retail dealers that did less than a USDA specified volume of business in interstate commerce.

- Gives the Secretary of Agriculture new authority over industries which could divert unfit meat to the human food supply. These persons include transporters, brokers, renderers, cold storage warehouses, and animal food manufacturers.

- Requires that meat imports meet the same strict requirements as those placed on meats produced in the United States. This will include increased review of foreign systems and a thorough re-inspection at the port of entry.

- Authorizes regulation of meat storage and handling facilities to prevent adulteration or misbranding.

- Gives the Secretary power to withdraw or refuse inspection services; detention and seizure power for unfit meat; and increased investigative powers.

- Combines and updates the Meat Inspection Act of 1906, the Horse Meat Act, the Imported Meat Act, and other statutes covering meat inspection.

President Johnson, in signing the bill, called the Wholesome Meat Act a "landmark" in consumer protection.

Getting the most benefits from the act are American consumers, who depend on meat for their main course at many meals. They will be able to have the assurance that the meat they serve their family, whether or not it was produced in a plant that sells across State lines, will be clean, safe, wholesome, unadulterated, and truthfully labeled.

The author is Deputy Administrator, Consumer Protection, C&MS, USDA.



HUNTS POINT ... NEW

C&MS furnishes the world's largest wholesale produce distribution center with regulatory, inspection, and market reporting services.



Old market continued active until early 1967.

MORE THAN A third of a century ago, the city fathers of New York began grappling with the problem of how and where to relocate the city's wholesale produce market from its antiquated, poorly located quarters in lower Manhattan.

Traffic congestion and safety and sanitation problems plagued the "Washington Street" market. The cobblestone street was only 30 feet wide, and many of the buildings were of pre-Civil War vintage—not designed for handling produce.

Utilizing the know-how of U.S. Department of Agriculture marketing researchers, ideas were conceived for a new market that would meet present and future needs, and studies were made of possible market sites. Eventually selected was an area considered ideal because of its location and its access to highway, rail, waterway, and air transportation—a bar-

ren wasteland known as Hunts Point, in the Bronx.

In the spring of 1967, the world's largest wholesale produce distribution center opened on that site. Erected by the City of New York at a cost of \$38 million, the super-sized facility today thrives and bustles with activity.

Furnishing regulatory, inspection, and market reporting services to the produce industry at the new, 126-acre complex is a vital job of USDA's Consumer and Marketing Service, through its Fruit and Vegetable Division. These services—like the modern, efficient market itself—speed up the flow of goods from farm to foodstore, meaning fresher, less costly fruits and vegetables for some 15 million people who live and dine in New York City and its metropolitan environs.

Stark contrast to the old Washington Street market, the modern Hunts Point terminal is a product of scientific planning, largely accomplished by marketing researchers with USDA's Agricultural Research Service. Four rows of buildings — stretching a total of 1-1/3 miles — contain separate store units for each wholesale firm, with display, storage, and office space. Each building is flanked by a rail siding on one side and a 200-foot-wide street for trucks on the other, which allows ample space for trucks to unload and load and traffic to flow freely. Nearby is a rail holding yard, with 400-car capacity. Market expansion plans call for a development on some 200 adjacent acres, to house meat, fish, poultry, eggs, dairy, grocery, and cut-flower units, as well as separate facilities for allied industries.



YORK'S SUPER MARKET

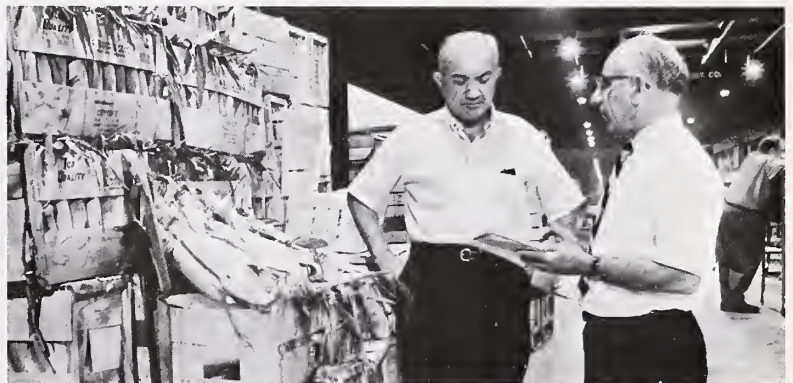


Among features of the new market to keep produce in prime condition and to make handling more efficient is this "air door." A wind blast keeps the cold air in, and the warmer air, insects, and dust out of produce holding rooms. The door can remain open to facilitate movement of produce by fork-lift trucks.



Load of produce is moved from rail car to produce holding area of market. On wooden pallets, the load can be readily moved by fork-lift vehicle. USDA researchers estimate that cost savings from the increased efficiency which the new market provides will approximate \$11 million a year, helping to hold down costs to consumers.

A produce inspector and a regulatory marketing specialist — both with USDA's Consumer and Marketing Service — examine load of potatoes awaiting movement from Hunts Point to area retailers, to make certain the potatoes measure up to the size and grade marked on the bags. The Perishable Agricultural Commodities Act — an enforced code of ethics for the produce industry — prohibits misrepresentation, protecting the interests of producemen and consumers.



Produce arriving from distant points is unloaded from railroad cars and giant trucks, sold at the new wholesale market, then distributed each morning by smaller trucks to retail outlets in the New York City area.



USDA FOOD EASES BEULAH'S WRATH

C&MS' Food Donation Program aids Texas Gulf Coast, hard hit by Hurricane Beulah.

SEPTEMBER 1969 will long be remembered as the month when Hurricane Beulah hit the Texas Gulf Coast. It will also be remembered for the monumental and massive feeding operation supplied by the U.S. Department of Agriculture's Consumer and Marketing Service in cooperation with the Texas Department of Public Welfare.

In the wake of Beulah and the devastating floods and tornadoes that followed, practically every city and town in the Rio Grande Valley and north to San Antonio had an emergency feeding operation in effect.

Over one million people living in the fertile Rio Grande Valley were affected in degrees ranging from slight inconvenience to desperate danger. Property damage estimates range upwards from one billion dollars. Towns such as Port Isabel suffered structural damage to 85-95% of their potential value. The floods spawned by the hurricane sent South Texas rivers raging out of control for about two weeks. Ninety-five tornadoes, more than twice the number ever caused by any other hurricane, threatened life and limb as far north as Austin—some 335 miles from Brownsville, where the big storm blew ashore. Some 101¾ carloads of USDA foods totaling more than 5½ million pounds were sent into the Rio Grande Valley.

The Red Cross estimates that some 175,000 people were fed at 281 shelters and 26 units of mobile equipment in 24 counties. Another 150,000 people were served at various times in the 30 cities where the Salvation Army established feeding operations. USDA-donated foods flowed into these shelters daily to feed the waiting people. USDA food was moved by plane, train, truck, station wagon, and in some cases mobile canteens.

C&MS employees of the Southwest District Consumer Food Programs office were in the area before Beulah came ashore. Field men were stationed in Harlingen, Corpus

Christi, and the emergency center in Austin. Cooperation was excellent between the State Department of Public Welfare, Commodity Distribution Division, school officials, Red Cross, Salvation Army, National Guard, local Civil Defense, and all other agencies concerned in the emergency. This was especially meaningful as communications were disrupted sometimes for days in the aftermath of the storm.

An idea of the huge amounts of food required for the emergency can be realized from this list of USDA foods sent to Texas: dry beans, 499,028 pounds; corn meal, 450,000; flour, 1,125,000; canned chopped meat, 532,350; nonfat dry milk, 753,300; rolled oats and wheat, 367,092; peanut butter, 315,936; Raisins, 270,240; rice, 320,192; shortening, 240,000; butter, 293,600; cheese, 336,000; frozen turkeys, 60,000—for a total of 101¾ carloads weighing 5,562,738 pounds.

USDA's food donation program functions in all 50 States, Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Trust Territory of the Pacific. USDA-donated foods are available for regular recipients including schools, charitable institutions, and needy families.

MRS. SELF SELFLESS

AS HURRICANE BEULAH HOWLS

Hurricanes wait for no man—or woman.

Mrs. Lorene Self knew this from experience. She has been in charge of the Texas Department of Public Welfare's 21-county commodity distribution center at Corpus Christi for 10 years. From Carla, Betsy and others, she knew how unyielding a hurricane can be.

So, when Hurricane Beulah threatened the Gulf Coast, last September, Mrs. Self sensed the urgency of advance plans. It was of secondary importance, at the time, that she was abed at home, recovering

from a serious illness. Recovery would have to wait until Beulah had her say.

Mrs. Self, working through Bill Herndon, Texas director of Commodity Distribution division, and USDA's Dallas office of Consumer Food Programs, arranged to get food for 100,000 potential evacuees. Russ Willsey and Charles Carlyle of the Dallas CFP office were detailed to work with her during the storm.

Having a two-month supply of food in the Corpus Christi warehouse for regular donation to some 50,000 needy persons was a good start, Mrs. Self explained. But before Beulah hit, she had already requested 11 carloads of USDA-donated food on a normal advance delivery schedule. When Beulah's course became clear, this was upped quickly by 14 carloads with a tag marked "rush!" And that was only the beginning.

When it was all over, Mrs. Self and her staff had handled 101¾ carloads of 13 different commodities provided by USDA's Consumer and Marketing Service. Welfare agencies used it as they fed 175,000 persons who fled their homes.

Lack of food was among the least of the area's problems during the devastating storm.

"This kind of devotion to duty illustrates the strength of USDA's Commodity Distribution Program," points out John J. Slaughter, Southwest CFP director.

"When the need arises, Federal, State, county and local workers, including hundreds of volunteers, respond in a Mrs. Self-like, selfless-manner, without thought to their own needs of sleep, recovery of health or personal comfort," Slaughter said.

And about Mrs Self? She rests easily now that the storm is over. And her recovery may well be speeded by the thought that no one, except herself, suffered by her illness, serious enough to have justified an easier path.

How to Buy FRESH VEGETABLES

New Publication helps consumers shop for fresh vegetables the most economical way.

HOW DOES an acorn squash differ from a butternut? What is the difference between a yam and a sweetpotato? How do you choose a good onion?

An experienced shopper may or may not know the answers to these questions. If you are the average food shopper, you will probably appreciate the information on these vegetables and many others in a new publication from the U.S. Department of Agriculture's Consumer and Marketing Service called, "How to Buy Fresh Vegetables."

Another in the "How to Buy..." series, this publication is now in press. Today's fresh vegetables are packed with good-for-you vitamins and minerals, and they will add color and variety to any meal.

The booklet will be an extra convenience because of its information on selecting vegetables.

Handy general hints for buying, selecting, and storing vegetables in your home; information on the Federal grades and inspection service on fresh vegetables; and a complete consumer guide to individual vegetables are key features of "How to Buy Fresh Vegetables."

Here are some excerpts from the publication to help you shop for winter vegetables. All the following will be in good supply this time of the year.

Squash—Acorn and Butternut squashes, mentioned earlier, are winter squashes, which means they are marketed only when fully mature. Other winter varieties are Buttercup, green and blue Hubbard, green and gold Delicious, and Banana squash. Look for full maturity, in-

dicated by a hard rind. Slight variations in skin color do not affect flavor. Be sure to avoid squash with cuts, punctures, sunken spots or moldy spots on the rind—all indications of decay. A tender rind indicates immaturity—a sign of poor eating quality.

Sweetpotatoes—Two types of sweetpotatoes are available the year round. Moist sweetpotatoes, sometimes called yams, are the most common type. They have orange colored flesh and are very sweet. The true yam is the root of a tropical vine which is not grown commercially in the U.S.

The second type—dry sweetpotatoes—have a pale colored flesh, and are low in moisture content. Their production has dwindled rapidly in recent years.

For either type, look for well-shaped, firm sweetpotatoes with smooth, bright, uniformly colored skins, free from signs of decay. Because they are more perishable than white potatoes, extra care should be used in selecting sweetpotatoes.

Avoid sweetpotatoes with defects which penetrate the skin. Even if you cut away the decayed portion, the remainder of the potato flesh may have a bad taste.

Decay is the worst problem with sweetpotatoes and is of three types; wet, soft decay; dry, firm decay which begins at the end of the potato making it discolored and shriveled; and dry rot in the form of sunken, discolored areas on the sides of the potato.

A word of caution: Sweetpotatoes should not be stored in the refrigerator.

Onions—The many varieties of

onions fall into three general classes: globe onions, granex-grano onions, and Spanish onions. The classes of onions differ in shape and size, and flavor, but the general tips on selection are about the same for each class.

Look for hard or firm onions that are dry and have relatively small necks. They should be covered with papery outer scales and be reasonably free from green sunburn spots and other blemishes.

Avoid onions with wet or very soft necks, which usually are immature or affected by decay. Also avoid onions with thick, hollow, woody centers in the neck, or with fresh sprouts.

For that wonderful feeling of being a vegetable connoisseur, write after January 15 for your free copy of "How to Buy Fresh Vegetables." Address your request—postcard is best—to the Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Be sure to include your ZIP code.





(Art, left) With probe in hand, barge anchored in the middle of the river. (Center) One of many tests—100 bushel. (Right) A USDA license for testing. Last year, license inspections.



A day with GRAIN SAMPLERS on "Old Man River"

*See how these men provide
impartial information needed*

BOARD AN old sternwheeler and take a slow cruise up the winding Mississippi River. You will see them working everywhere silhouetted against the lazy, afternoon sun:

- * On a cluster of barges anchored in the middle of "Old Man River";
- * On hopper cars by the river's edge;
- * On ships being loaded with wheat or other grains for export.

Better yet, put on some work-clothes, roll up your sleeves, and go out with these people as they perform their chores.

Who are they? What are they doing?

They are grain samplers drawing samples of wheat, corn, soybeans, barley, or other grains moving in interstate or foreign commerce. The samples are delivered to inspection laboratories where they are graded for quality by grain inspectors licensed by the

and, the grain sampler draws a sample from a
e of the Mississippi River, near New Orleans.
leveling off grain to determine test weight per
used grain inspector arranges samples of grain
d inspectors performed more than 3 million



and INSPECTORS

buyers and sellers with accurate,
ded in daily trading of grain.

Grain Division of the U.S. Department
of Agriculture's Consumer and Market-
ing Service.

The best way to learn about grain
samplers or licensed inspectors is to
spend a day with them—wherever that
may be. For example, drive out past
the Huey P. Long Bridge to Points
Landing, a small boat landing about
20 miles from the "crescent city" of
New Orleans. Board a small, weather-
beaten cabin cruiser and talk with
several veteran grain samplers while
they take the daily ride to a cluster
of barges several miles upriver from
Points Landing.

You can just make out their voices
over the heavy drone of the cruiser's
engines as you plow through the choppy
waters. They tell you of the tedious
task of opening each barge to draw
out grain samples; of drawing samples
from a number of barges in a day;

of preparing these samples for delivery
to inspection laboratories; of waiting
for the cabin cruiser to make its rounds
among the barges to take them to
still other clusters or back to shore.
They will also tell you of the days
when they cannot draw samples be-
cause of bad weather.

A day in the life of a grain sampler
along the Mississippi is a hard one.
His work will take him wherever the
applicant for inspection service makes
the grain accessible for sampling—
at Points Landing, in a railroad yard,
or in grain elevator bins at the largest
export grain elevator in the country.

You will also find samplers in the
holds of ships, looking for rust, in-
sects or any condition that would con-
tamine grain. Ships carrying grain
must meet USDA specifications for
cleanliness before loading.

Grain samplers are hired by State,
local, or private inspection agencies.
They are trained by these agencies to
draw samples according to detailed
and explicit Federal instructions—to
assure that the samples are truly rep-
resentative of the lot from which
they are taken.

All grain sampling and testing in
this country—from the St. Lawrence
Seaway to the levees of the great
Mississippi—is done by grain samplers
and USDA-licensed inspectors working
for State, local, or private inspec-
tion agencies.

The USDA-licensed inspector is re-
sponsible for testing and assigning the
official grade to the grain samples re-
ceived in his laboratory.

There are 770 licensed inspectors in
the country. On any given day they
may be, collectively, testing as many
as 10,000 samples.

Again, the best way to learn about
licensed inspectors—in the New Or-
leans area or anywhere else—is to spend
a day with one.

Drive to the inspection laboratory in
New Orleans, one of the busiest in
the country. Watch a licensed inspec-
tor at work—examining samples of
grain, running tests for moisture, ker-
nel size, color, texture, and percentage
of foreign material, assigning grades
that inform buyers and sellers of the
quality of the grain they are hand-
ling—and you begin to realize the full

responsibility and precise judgment
which he must exercise in his work.

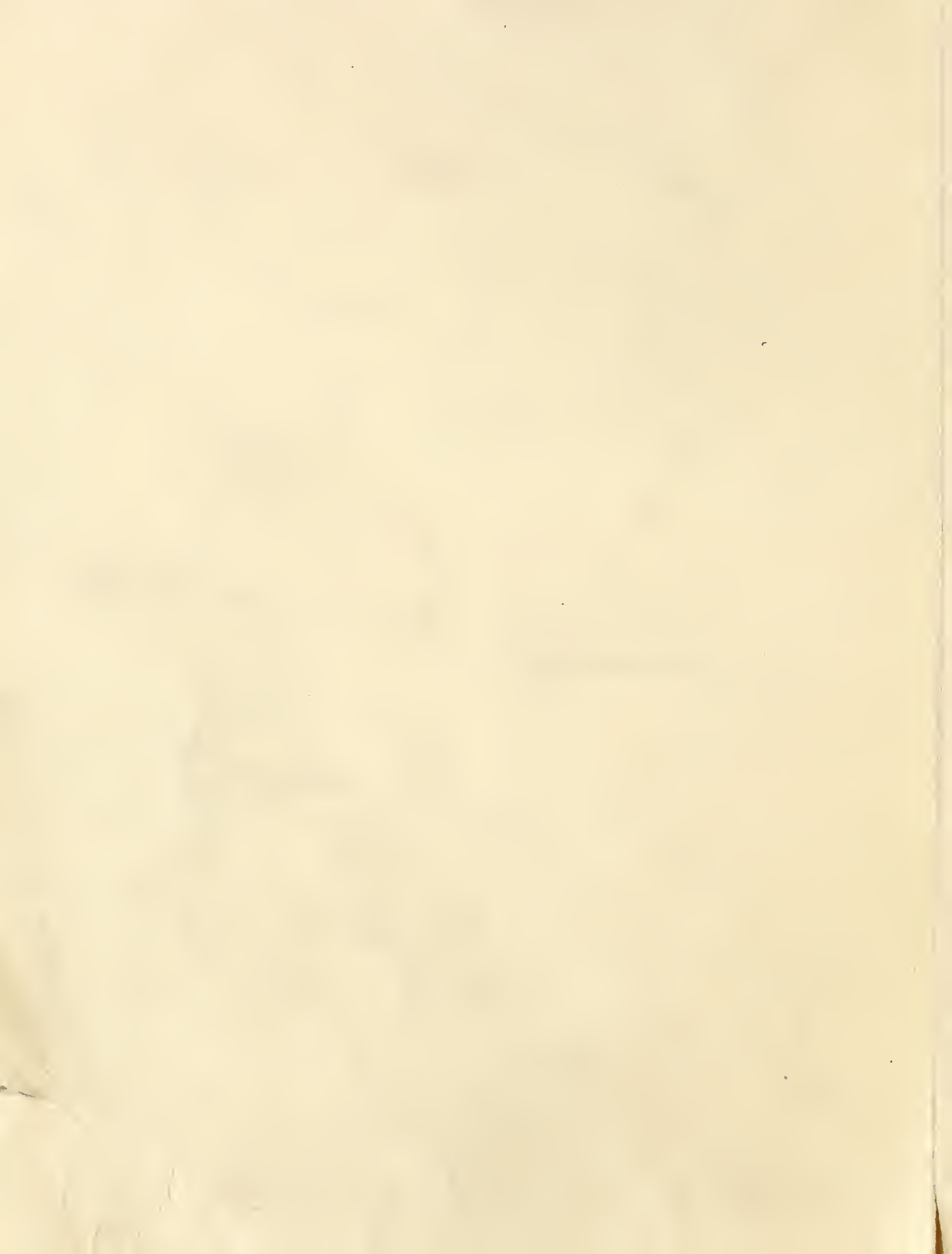
Before an inspector can be licensed
by USDA:

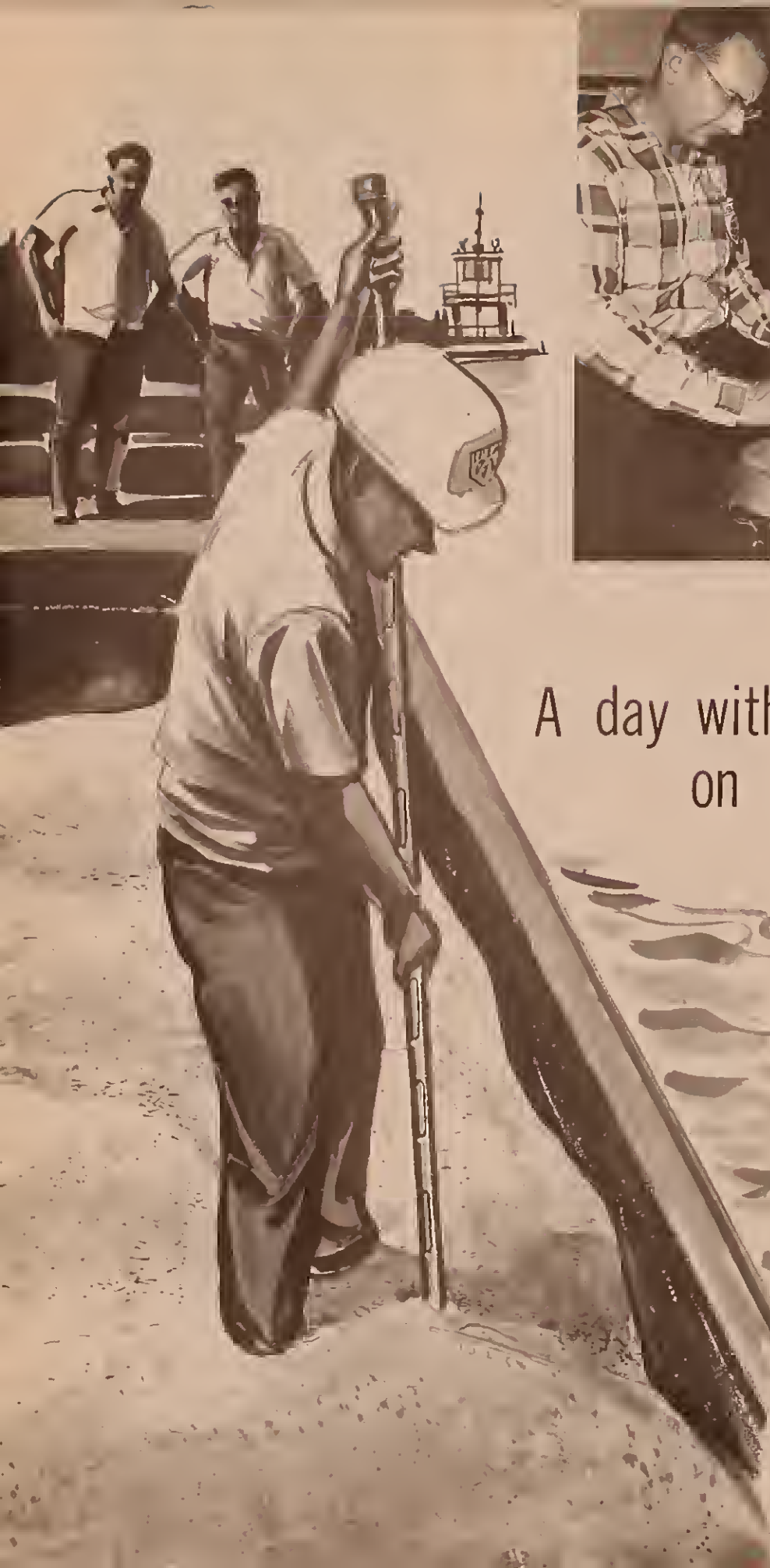
- * He must be recommended to
USDA by the inspection agency
for which he works.
- * He must meet certain age and
experience qualifications as
spelled out in the regulations
under U.S. Grain Stand-
ards Act, and must submit a
schedule of the inspection fees
he proposes to charge.
- * He must undergo rigid written
and practical examinations by
the Grain Division of USDA's
Consumer and Marketing Ser-
vice for the particular grain or
grains he is to be licensed
to inspect. Examinations are
given around the country and
a separate examination is given
for each grain. Moreover, the
grain inspection laboratory he
proposes to use must be checked
—it must have federally ap-
proved equipment and facilities.

A licensed inspector in New Orleans
can make a dozen decisions of more in
a day concerning the quality of grain
tested. On occasion, one of his decisions
may be challenged by an interested
party—usually a buyer, seller, or agent
—with a request for an appeal inspec-
tion.

Less than 1 percent of the more
than 3 million inspections performed
last fiscal year by licensed inspectors
across the country, however, were ap-
pealed to Field Offices of C&MS' Grain
Division, and less than 1/100 of 1 per-
cent were further appealed to the Board
of Appeals and Review in Beltsville,
Md., the "Supreme Court" of grain in-
spection.

A day in the life of a grain sampler
or inspector is not an easy one—but it
is a rewarding one. Watch a sampler
at work on the Mississippi or an inspec-
tor in his modern laboratory in the
"crescent city," and you soon sense the
urgency and importance of his work—
of quickly providing buyers and sellers
with the accurate, impartial inform-
ation they need in the daily trading of
thousands of tons of grain on the basis
of quality.





(Art, left) With probe in hand, the grain sampler draws a sample from a barge anchored in the middle of the Mississippi River, near New Orleans. (Center) One of many tests—leveling off grain to determine test weight per bushel. (Right) A USDA licensed grain inspector arranges samples of grain for testing. Last year, licensed inspectors performed more than 3 million inspections.



A day with GRAIN SAMPLERS and INSPECTORS on "Old Man River"

See how these men provide buyers and sellers with accurate, impartial information needed in daily trading of grain.

BOARD AN old sternwheeler and take a slow cruise up the winding Mississippi River. You will see them working everywhere silhouetted against the lazy, afternoon sun:

- * On a cluster of barges anchored in the middle of "Old Man River";
- * On hopper cars by the river's edge;
- * On ships being loaded with wheat or other grains for export.

Better yet, put on some work-clothes, roll up your sleeves, and go out with these people as they perform their chores.

Who are they? What are they doing?

They are grain samplers drawing samples of wheat, corn, soybeans, barley, or other grains moving in interstate or foreign commerce. The samples are delivered to inspection laboratories where they are graded for quality by grain inspectors licensed by the

Grain Division of the U.S. Department of Agriculture's Consumer and Marketing Service.

The best way to learn about grain samplers or licensed inspectors is to spend a day with them—wherever that may be. For example, drive out past the Huey P. Long Bridge to Points Landing, a small boat landing about 20 miles from the "crescent city" of New Orleans. Board a small, weather-beaten cabin cruiser and talk with several veteran grain samplers while they take the daily ride to a cluster of barges several miles upriver from Points Landing.

You can just make out their voices over the heavy drone of the cruiser's engines as you plow through the choppy waters. They tell you of the tedious task of opening each barge to draw out grain samples; of drawing samples from a number of barges in a day;

of preparing these samples for delivery to inspection laboratories; of waiting for the cabin cruiser to make its rounds among the barges to take them to still other clusters or back to shore. They will also tell you of the days when they cannot draw samples because of bad weather.

A day in the life of a grain sampler along the Mississippi is a hard one. His work will take him wherever the applicant for inspection service makes the grain accessible for sampling—at Points Landing, in a railroad yard, or in grain elevator bins at the largest export grain elevator in the country.

You will also find samplers in the holds of ships, looking for rust, insects or any condition that would contaminate grain. Ships carrying grain must meet USDA specifications for cleanliness before loading.

Grain samplers are hired by State, local, or private inspection agencies. They are trained by these agencies to draw samples according to detailed and explicit Federal instructions—to assure that the samples are truly representative of the lot from which they are taken.

All grain sampling and testing in this country—from the St. Lawrence Seaway to the levees of the great Mississippi—is done by grain samplers and USDA-licensed inspectors working for State, local, or private inspection agencies.

The USDA-licensed inspector is responsible for testing and assigning the official grade to the grain samples received in his laboratory.

There are 770 licensed inspectors in the country. On any given day they may be, collectively, testing as many as 10,000 samples.

Again, the best way to learn about licensed inspectors—in the New Orleans area or anywhere else—is to spend a day with one.

Drive to the inspection laboratory in New Orleans, one of the busiest in the country. Watch a licensed inspector at work—examining samples of grain, running tests for moisture, kernel size, color, texture, and percentage of foreign material, assigning grades that inform buyers and sellers of the quality of the grain they are handling—and you begin to realize the full

responsibility and precise judgment which he must exercise in his work.

Before an inspector can be licensed by USDA:

- * He must be recommended to USDA by the inspection agency for which he works.
- * He must meet certain age and experience qualifications as spelled out in the regulations under U.S. Grain Standards Act, and must submit a schedule of the inspection fees he proposes to charge.
- * He must undergo rigid written and practical examinations by the Grain Division of USDA's Consumer and Marketing Service for the particular grain or grains he is to be licensed to inspect. Examinations are given around the country and a separate examination is given for each grain. Moreover, the grain inspection laboratory he proposes to use must be checked—it must have federally approved equipment and facilities.

A licensed inspector in New Orleans can make a dozen decisions of more in a day concerning the quality of grain tested. On occasion, one of his decisions may be challenged by an interested party—usually a buyer, seller, or agent—with a request for an appeal inspection.

Less than 1 percent of the more than 3 million inspections performed last fiscal year by licensed inspectors across the country, however, were appealed to Field Offices of C&MS' Grain Division, and less than 1/100 of 1 percent were further appealed to the Board of Appeals and Review in Beltsville, Md., the "Supreme Court" of grain inspection.

A day in the life of a grain sampler or inspector is not an easy one—but it is a rewarding one. Watch a sampler at work on the Mississippi or an inspector in his modern laboratory in the "crescent city," and you soon sense the urgency and importance of his work—of quickly providing buyers and sellers with the accurate, impartial information they need in the daily trading of thousands of tons of grain on the basis of quality.

FAMILY FOOD HELP IN USA

September 1967

State	Total Population (Number)	Percent Living in Areas with Family Food Program	People Who Get Food Stamps or Commodities (Number)
Ala.	3,266,740	62.2	174,069
Alaska	226,167	1.2	132
Ariz.	1,302,161	100.0	87,052
Ark.	1,786,272	98.1	128,694
Calif.	15,717,204	72.4	175,380
Colo.	1,753,947	97.6	40,160
Conn.	2,535,234	20.3	6,890
Del.	446,292	100.0	24,375
D.C.	763,956	100.0	19,606
Fla.	4,951,560	73.3	131,647
Ga.	3,943,116	74.0	170,413
Hawaii	632,772	100.0	8,130
Idaho	667,191	24.1	5,125
Ill.	10,081,158	91.3	166,088
Ind.	4,662,498	94.2	69,839
Iowa	2,757,537	91.7	43,397
Kansas	2,178,611	39.9	22,473
Ky.	3,038,156	98.2	156,757
La.	3,257,022	42.5	103,609
Maine	969,265	54.1	12,726
Md.	3,100,689	74.7	50,339
Mass.	5,148,578	30.8	36,556
Mich.	7,823,194	99.3	172,892
Minn.	3,413,864	84.7	59,684
Miss.	2,178,141	100.0	394,135
Mo.	4,319,813	69.0	89,685
Mont.	674,767	30.3	23,677
Neb.	1,411,330	61.3	13,116
Nev.	285,278	64.4	2,975
N.H.	606,921	60.7	5,965
N.J.	6,066,782	60.5	39,832
N. Mex.	951,023	98.6	62,462
N.Y.	16,782,304	95.9	473,347
N.C.	4,556,155	81.1	129,108
N. Dak.	632,446	60.8	14,786
Ohio	9,706,397	88.8	221,667
Okla.	2,328,284	98.6	216,442
Ore.	1,768,687	98.9	52,862
Pa.	11,319,366	99.5	232,650
R.I.	859,488	74.6	18,949
S.C.	2,382,594	17.8	23,985
S. Dak.	680,514	52.6	24,569
Tenn.	3,567,089	74.4	116,677
Texas	9,579,677	69.5	156,983
Utah	890,627	99.9	19,295
Vt.	389,881	81.2	9,556
Va.	3,966,949	18.5	21,362
Wash.	2,853,214	100.0	63,900
W. Va.	1,860,421	100.0	118,634
Wisc.	3,951,777	91.5	63,222
Wyo.	330,066	100.0	6,453
SUB-TOTAL	179,323,175	78.4	4,483,327
Puerto Rico	2,349,544	100.0	542,257
Virgin Islands	32,099	52.3	3,721
Other territories	205,770	4.5	
GRAND TOTAL	181,910,588	78.5	5,029,305

Notes: Population figures are based on 1960 Census. Changes in population since then would change the percentages slightly. Some of the figures are partly estimated where programs cover only part of a city or county. Some areas with a food program did not make an actual distribution during the month.

RABBITS MAKE GREAT EATING!

Domestic farm-raised rabbits consist of almost all white meat with good quality protein.

DO YOU WANT to add to your diet another meat with high-quality protein? Do you like white meat? Tasty, mild-flavored rabbit, which can be prepared in many tempting ways, is one answer to your quest.

Domestic (or commercial) farm-raised rabbits are an excellent buy—they have a good yield of meat per pound and furnish many essential nutrients, especially protein, the B vitamins, and the minerals phosphorus and iron. Consisting of almost all white, fine-grained meat, rabbit is tender, juicy, and easily digestible — its flavor is comparable to that of chicken. It's an excellent way to add variety to your meals.

Commercially grown rabbits should not be confused with dark, wild rabbits you see scampering through a wooded area. Wild rabbits are prohibited for sale in many States—and, as hunters know, they yield a strong, gamy meat. Domestic rabbits are raised under carefully controlled conditions with modern scientific farm techniques.

Consumers can be certain of getting wholesome and properly labeled rabbit meat if they look for the U.S. Department of Agriculture round inspection mark on the label. USDA's Consumer and Marketing Service inspects rabbits as a service in plants which request and pay a fee for it. C&MS also grades rabbits for quality under a voluntary fee-for-service program. The U.S. Grade A shield is your guarantee of a fully fleshed, top-quality rabbit.

Most commercially produced rabbits are marketed when they are 8 to 12 weeks old. These young rabbits, usually labeled "fryers," weigh from 1½ to 3½ pounds, ready-to-cook. They may be used for roasting, broiling, and barbecuing, as well

as for frying. You may occasionally see a mature rabbit, labeled "roaster," which weighs over 4 pounds and is usually 8 months of age or older. The mature rabbit has firmer, more coarsely grained meat than a fryer.

As a buying guide, you may expect from 2 to 4½ cups of cooked meat from a young rabbit. Larger rabbits



When shopping for rabbit, look for these marks. They assure wholesomeness (left) and top quality.

often yield about 1½ cups of cooked meat per pound of ready-to-cook weight.

For most recipes, the rabbit is cut in serving pieces before it is cooked, and rabbit is generally marketed in cut-up form—usually frozen. Small (1½ to 2 pounds) rabbits may be fried satisfactorily in much the same way that chicken is fried.

Larger fryers and roasters need long slow cooking in a covered pan to make them tender. Best methods of cooking them are stewing (simmering in water which almost covers the rabbit) and braising (first browning the rabbit in a little fat and then cooking it slowly, in a covered pan, with or without added liquid, on top of the range or in the

oven). Liquid used in braising may be a sauce which adds flavor to the dish.

Using a little imagination and with some assistance from a favorite cookbook, you can prepare a delicious rabbit dinner. Here are a few suggestions:

Rabbit fricassee with vegetables—this is really a variation of braised rabbit. When the rabbit is almost tender, add vegetables such as peas, chopped onions, celery, and seasonings as desired. Cook until the rabbit and vegetables are done. Thicken the broth slightly if desired.

Creole rabbit is another variation of braised rabbit. After lightly browning the rabbit pieces, pour your favorite creole sauce into the pan with the rabbit. Bake in a moderate oven (about 1½ hours) until the meat is tender. Uncover and bake for another 30 minutes to brown the top if desired.

Rabbit with dumplings is a variation of stewed rabbit. After stewing the rabbit, season and thicken the broth to make a gravy. Prepare a dumpling mixture using your favorite recipe. Drop the dumpling mixture by spoonfuls on pieces of hot stewed rabbit in the boiling gravy. Space the dumplings so they will not run together. Cover the pan and do not remove the cover for the first few minutes so the dumplings can cook in the steam.

There are many ways to use cooked rabbit: in salads—combined with vegetables, fruit, macaroni, rice or potatoes; in sandwiches—as sliced meat or chopped in a salad mixture; and in many different casseroles.

The next time you go shopping, plan to buy ready-to-cook rabbit with the USDA inspection circle and the USDA Grade A shield.

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

TWO PROPOSED STANDBY FOOD ORDERS HIGHLIGHT C&MS' CIVIL DEFENSE ACTIVITY IN '67

The basic concept of the U.S. Department of Agriculture's civil defense program is "built-in readiness." Within the departmental framework, the Consumer and Marketing Service is responsible for developing capabilities to deal with the efficient management of existing food supplies—their processing, storage and distribution, and for assisting State and local governments and the food industry in carrying out their more localized responsibilities.

The highlight of C&MS's Civil Defense activity in fiscal 1967 was the development of two proposed Standby Defense Food Orders for use in the event of a nuclear attack upon the United States. The more important of these, a regulatory order, deals with food management in times of emergency. It provides a flexible framework within which suborders can be issued to meet specific needs at any time and place. The other order, a procedural one, offers a means of obtaining relief from unreasonable hardship resulting from complying with any Defense Food Order.

C&MS is currently represented on all State Defense Boards, and during the year participated in the development of 48 State Government food plans as well as taking an active part in various State and County Defense training programs. As aids in helping to assist the States, 40 State Food Profiles were completed during the year and 10 more are in the process of development. These are records both statistical and narrative, of the production, processing,

storage and distribution of the food supply produced and consumed in a given State or local area.

C&MS INSPECTED MORE THAN 84 BILLION POUNDS OF MEAT AND POULTRY IN FISCAL '67

The U.S. Department of Agriculture's meat and poultry inspectors assured the wholesomeness of more than 84 billion pounds of meat and poultry moving in interstate commerce during fiscal 1967, and supervised the sanitation and handling practices in the plants where these products were prepared.

The consumer protection services carried out by USDA's Consumer and Marketing Service are the primary reasons American consumers are the best protected in the world. The growing challenge to keep it that way prompted development of proposed legislation that would provide for increased State and local inspection.

All meat and poultry products shipped across State lines must carry the U.S. inspection mark of approval, and the labels of processed products must meet with USDA approval as to accuracy, adequacy and truthfulness. For example, in fiscal 1967, nearly 72,000 new and revised labels for meat and poultry products were reviewed, with more than 4,000 disapproved so the consumer would not be misled.

USDA's meat inspectors inspected more than 70.2 billion pounds of meat and meat products prepared in federally inspected packing plants. Poultry produced under Federal inspection amounted to 13.9 billion pounds.

PACA HELPS KEEP PRODUCE MOVING, MARKETING COSTS DOWN

Marketing costs take a big share of the consumer's food dollar. So, it's vital that products move rapidly from the farm to the retail foodstore, to keep costs down and quality up.

For perishables like fruits and vegetables, this is especially important. But, for these products—which have to keep moving—the risks of marketing are great. Everyone with a stake in a produce deal takes a chance that he may not get the money he expects.

Helping him get the payment he deserves, cut the risk, and speed delivery of these perishables is a Federal law—the Perishable Agricultural Commodities Act. Administered by the U.S. Department of Agriculture, PACA sets up a code of ethical business conduct for those who market fresh and frozen fruits and vegetables.

It also sets up machinery for preventing and settling the disputes that inevitably arise in this fast-moving, heavy-risk business. PACA officials, with the Fruit and Vegetable Division of USDA's Consumer and Marketing Service, work with both buyers and sellers in mediating their disputes, helping them to arrive at informal agreements so that each load of produce in dispute can move into marketing channels and on to consumers promptly.

C&MS handled more than 2,100 such informal "reparation" disputes during fiscal 1967, resulting in payments of about \$2 million to the persons making claims. PACA offi-

cials also furnished producemen advice on their marketing transactions in more than 10,000 instances, enabling them to avoid disputes.

While the bulk of produce disputes handled by C&MS are settled informally, some must be settled through a more formal procedure under PACA. Most of these result in an order being issued by USDA, requiring the buyer to pay the amount he owes the seller for produce purchased.

In fiscal 1967, USDA issued some 300 formal orders under PACA, ordering payment of about \$825,000 to the persons claiming injury.

AMENDMENTS GIVE FEDERAL SEED ACT "NEW LOOK" IN FISCAL '67

The Federal Seed Act, a truth-in-labeling law, was given a "new look" in the form of amendments passed by the last session of Congress in October 1966. Modernization of the act will mean more informative seed labeling and better protection for the buyer of seed for the farm and garden. The U.S. Department of Agriculture's Consumer and Marketing Service prepared new regulations reflecting the amendments to the act and held a series of hearings to consider the proposed new regulations in February and April, 1967.

Since USDA relies upon the cooperation of State agencies in enforcing the Federal Seed Act, cooperative agreements with 38 States were revised to provide for assistance from State officials to make inspection of shippers' records when it is not practical to have Federal employees make an investigation.

The total amount of imported agricultural and vegetable seed admitted into the United States in fiscal 1967 was approximately 14 million pounds more than was admitted in fiscal 1966. The amount of seed refused admission in fiscal 1967 also rose by approximately one million pounds.

ABOUT 114 MILLION CONSUMERS COULD BUY MARKETING ORDER MILK

Two of every three quarts of milk Americans buy for drinking comes from milk dealers who pay farmers for it at minimum prices set by Federal milk marketing orders.

The U.S. Department of Agriculture's Consumer and Marketing Service officials said some 142,000 producers were regular suppliers of milk to 73 Federal milk order areas across the Nation. In fiscal 1967 these farmers sold nearly 53 billion pounds of milk—worth over \$2.7 billion—to the handlers doing business in the milk order areas, and required to pay dairy farmers the Federal order minimum prices.

USDA estimates that at the end of fiscal 1967 about 114 million consumers had access to milk supplied through Federal milk order markets. The marketing order areas included most of the Nation's major population centers.

The Federal milk orders are initiated at the request of dairy farmers, and are made effective and kept in effect only with farmers' approval.

The orders do not regulate retail milk prices. But based on current supply, demand, and other economic factors, the orders set the minimum prices milk dealers are to pay the farmers from whom they buy milk. This helps stabilize marketing conditions between producers and dealers. To consumers the orders mean a sure, steady supply of high-quality milk as they need it.

TRANSPORTATION SPECIALISTS HELPED SAVE MONEY FOR FARMERS AND CONSUMERS

The end result or output of the transportation services performed by the U.S. Department of Agriculture's Consumer and Marketing Service can be measured only by the extent to which it exerts an influence

on the adequacy and cost of transportation to agricultural producers and consumers.

The most dramatic indicator of the program output of C&MS transportation services in fiscal 1967 is the approximately \$37 million in calculable savings to farmers and consumers from successful support of downward rate adjustments and opposition to proposed increases. In many cases there was no valid measure of the dollar benefits which may have resulted from participation in rate adjustments.

There was a significant increase—an average of 27.5 percent—in the number of proposals and cases received and reviewed with respect to rate and service adjustments before carrier bureaus and regulatory agencies such as the Interstate Commerce Commission. In one instance, for example, C&MS assisted Louisiana and Texas poultry interests in their efforts to secure lower freight costs on feed grains, and in another, participated in a railroad merger case before the ICC which could affect agricultural interests for decades.

F&V GROWERS TOOL UP FOR MARKETING IN '67

Growers of fruits, vegetables, and specialty crops made extensive use of Federal marketing agreements and orders during 1967 as tools to gear their production to market demand through organized, group action.

Forty-nine marketing agreement and order programs were in effect during the fiscal year, covering fresh citrus and deciduous fruits, dried fruits, tree nuts, peanuts, potatoes, vegetables, and hops. The value of products marketed under these orders amounted to nearly \$1½ billion.

Tailor-made to each industry's conditions and covering crops grown in specific geographical areas, marketing orders are initiated, designed, approved, and operated by growers

and handlers. Guidance is furnished by specialists with the U.S. Department of Agriculture's Consumer and Marketing Service who also make sure the programs operate in the public interest and within legal bounds.

Principal types of regulations under most orders are quality or volume limitations—to gear supplies to demand, expand markets, and thus improve crop producers' income.

Advertising and sales promotion—a feature of Federal marketing orders authorized by Congress in 1965 for certain commodities—was added during fiscal 1967 to the marketing order covering Texas oranges and grapefruit.

LICENSING OF PUBLIC WAREHOUSES CONTINUED TO INCREASE IN '67

Licensing of public warehouses by the U.S. Department of Agriculture's Consumer and Marketing Service continued to increase in 1967. Licensing activity results solely from applications voluntarily filed by warehousemen. A greater demand for federally licensed warehouse receipts for finance purposes was evident as more warehousemen returned to a merchandising operation.

The number of cotton warehouse examinations rose from 681 in fiscal 1966 to 934 in fiscal 1967. Licensed grain storage capacity rose to almost 1.5 billion bushels.

The frequency rate for examining licensed cotton and grain warehouses under the act continued to climb this year as did the number of warehouses examined which store commodities owned by the Commodity Credit Corporation.

Under the CCC program, the function of C&MS is to determine the qualifications of warehouses and warehousemen for CCC contract purposes. CCC retains the authority to execute the contract. During the year, the number of original examinations made for CCC contract purposes rose to 588 from 237 in fiscal 1966.

NUMBER OF POVERTY-STRICKEN DECREASED STEADILY FROM '59 TO '66

More than twice as many whites (20,126,000) as nonwhites (9,605,000) were below the poverty level in 1966. But the percentage of whites (11.8% living in poverty) was little more than one-fourth the percentage of nonwhites (41.4%) living in poverty.

Last year, 15.4% of our population was poverty-stricken—down from 16.7% a year earlier and 22.1% in 1959. There's been a steady reduction in the number of poverty-stricken, from 38,940,000 in 1959 to 29,731,000 in 1966, in spite of the increase in total population. This holds true for nonwhites as well as whites, although the whites made greater gains.

For nonwhites; the percent living in poverty went down from 54.6% in 1959 to 45.1% in 1965 and 41.4% in 1966. The number below the poverty line went down from 10,709,000 in 1959 to 10,221,000 in 1965 and 9,605,000 in 1966.

For whites: the percent living in poverty went down from 18.0% in 1959 to 12.8% in 1965 and 11.8% in 1966. The number below the poverty line went down from 28,231,000 in 1959 to 21,687,000 in 1965 and 20,126,000 in 1966.

Average family income increased 7% from 1965 to 1966, and the number of persons below the poverty level decreased 2.2 million.

*According to a Census Bureau report based on the Social Security Administration poverty index, a household is statistically classified as poor if its total money income falls below specified levels. In 1966, the poverty thresholds for nonfarm households ranged from \$1,500 for a female unrelated individual 65 or older to an average of \$5,440 for a family of seven or more.

PLENTIFUL FOODS FOR JANUARY

Broiler-fryers top the January plentiful foods list of the U.S. Department of Agriculture's Consumer and Marketing Service. Also listed are grapefruit, oranges, potatoes, grape juice, eggs, and dry split peas.

FOOD TIPS

—from USDA's Consumer
and Marketing Service

Refrigeration is essential to maintain egg quality. Left-over yolks may be covered with cold water and stored in the refrigerator in a tightly covered container. Use left-over yolks or whites within a day or two. When buying eggs, buy from refrigerated cases. Look for the USDA grade shield. It is your guide to size and quality.

* * *

If you want to make sure that the *instant nonfat dry milk* you buy has been tested for quality and wholesomeness look for the U.S. Extra Grade shield on the package. The grade shield assures you that the milk will have a pleasing flavor and a natural color, and will dissolve instantly when mixed with water.

The grade shield on the label also means that a qualified USDA inspector checked every step of production and that the product was made in a sanitary plant from high-quality milk.

* * *

Lamb is now an all-year-round meat, so consider leg of lamb for starters this year.

Look for the USDA grade mark when you buy. Most of the lamb on the retail market is U.S. Prime or Choice—the top two grades for lamb. Grades are based on the proportion of meat to bone, the color and the texture of the lean, the firmness of the lean and fat, and the amount of fat within the lean.

Remember to cook lamb in a 325° F. oven to preserve its juiciness.

How Consumer Food Programs Improve Diets, Fiscal '67

An activity report for these programs which are designed to combat hunger in this country.

DURING FISCAL 1967, as in other years, the U.S. Department of Agriculture, through its Consumer and Marketing Service, dedicated itself to the task of combating hunger in this country using all resources at its disposal. These resources included the National School Lunch Program, the Special Milk Program pilot School Breakfast Program, the Food Stamp Program, and distribution of USDA-donated foods.

To these food assistance programs should be added USDA's Plentiful Foods Program, which is a business-like approach to an age-old objective—getting the most for your food dollar whether you are buying for yourself, your family, or a gigantic institution.

THE PILOT SCHOOL BREAKFAST PROGRAM is something new on the nutrition horizon. It was authorized by the Child Nutrition Act of 1966 and began operating in January 1967. It reached a peak of 80,000 children in 752 schools in 47 States, the District of Columbia, and three territories by June. It brings a nutritious breakfast to hungry children from low income families and to those who travel long distances to get to school. Students pay either a nominal fee per breakfast or nothing, if their families are too poor to pay that nominal amount. A typical breakfast may consist of orange juice, eggs or cereal and sausage, toast and butter, and milk. This program fills a nutritional gap in the lives of many children and makes them better students.

The popular 21-year-old NATIONAL SCHOOL LUNCH PROGRAM in fiscal 1967 generated a total school lunch "industry" valued at approximately \$1.6 billion. Some 18.5 million students in 72,944 schools ate nearly \$1.1 billion worth of food, about \$900 million worth of which was purchased from local merchants and suppliers. Federal contributions to the program included \$149.7 million in cash and \$188.3 million in food. Nearly one-third of the food was bought especially for participating

schools by USDA's Consumer and Marketing Service.

The Federal cash and food together with help from State and local governments enable schools to charge an average of about 28 cents for lunches that cost 50 cents or more to prepare and serve. This help enables most schools to serve lunch at below-average prices or free to children from needy families. In fiscal 1967, about 12 percent of the 3.1 billion lunches served under the program were served free to such children.

Moreover, children in some 98,000 schools, child-care centers, summer camps and orphanages, benefited from extra milk at reduced cost in fiscal 1967, through USDA's Special Milk Program. The 3.0 billion half pints of milk consumed under this program, added to that served with lunches in the National School Lunch Program, amounted to over 6.1 billion half pints. The program encourages more milk for children by paying part of the cost of each half pint served.

USDA's FOOD STAMP PROGRAM continued to expand in fiscal 1967. In June 1967, participation stood at 1.8 million people against 1.2 million for the previous year. In fiscal 1967 low-income families paid more than \$190 million to receive food stamps worth more than \$296 million.

The Food Stamp Program helps low-income people improve their diets when they buy Federal food stamps with the money they normally spend for food. In exchange, they receive stamps worth more than they paid. The stamps can be spent like money for food in any retail food outlet authorized by USDA Consumer and Marketing Service to accept them.

USDA's DIRECT DONATIONS of food during fiscal 1967 totaled more than 1.4 billion pounds. Needy families got more than 704 million pounds; schools, 598 million; and charitable institutions, 143.5 million. School totals were 10 percent higher than in

fiscal 1966 mainly because USDA was able to increase its donations of frozen ground beef and roasts to schools by some 27.3 million pounds.

USDA's food donation program is carried out through State and local governments, as other USDA food programs are. Although not all States have a family food donation program, either this program or donations to schools or institutions operate in all 50 States, Puerto Rico, the Virgin Islands, Guam, American Samoa, and the Trust Territory of the Pacific. During fiscal 1967, the program helped a peak of 3.7 million people in family units, 21.4 million children eating lunches (some of them also eating breakfast) at school, and some 1.3 million needy adults and children in charitable institutions.

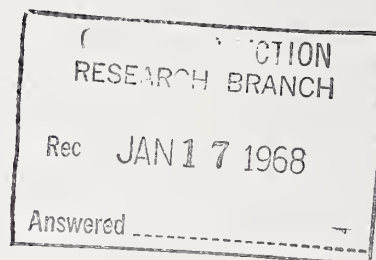
Donated foods in distribution channels are always available for immediate use to help victims of natural disasters. Such disasters in the past year included a typhoon in the Trust Territory of the Pacific, floods in West Virginia, and tornadoes in and around Chicago, Ill.

USDA'S PLENTIFUL FOODS PROGRAM activities help insure a smooth, orderly flow of foods through regular marketing channels—thus absorbing production excesses, increasing farm income, and enabling the food trades to operate more efficiently and profitably. As this is accomplished, the consumer can continue to expect generous supplies of high-quality foods.

Many consumers don't have very much money to spend on food, and especially need ideas on how they can stretch their food dollars by using foods at their peak of supply and economy. Teachers, welfare, and nutrition leaders in low-income areas make good use of plentiful foods announcements in their education work with disadvantaged families.

All these Plentiful Foods activities help farmers and the food industry by encouraging the sales of foods in peak supply, often averting serious oversupply and waste.

OFFICIAL BUSINESS



Rod Leonard Named Administrator of C&MS

He has been working closely with C&MS activities.

FEEL FREE TO "freewheel" in suggesting ideas for innovation and change—that's the spirit which Rodney E. Leonard, the new Administrator, wants to stimulate among C&MS employees—both in Washington and the field.

"Government, like private industry, must anticipate the changing needs of our society, and be ready to propose new innovations to meet these new demands," he believes.

Rod, as he's known to most people, has had an extensive background at a level of government administration where meeting changes is the byword. As a key member of Secretary Freeman's staff, he has helped to shape USDA's image as a servant to all the people.

Since March 1966—as Deputy Assistant Secretary for Marketing and Consumer Services—Rod has devoted most of his time to the operations of C&MS, Packers and Stockyards work, and the Commodity Exchange Authority. In this capacity, he has been one of the Department's principal spokesmen

and administrators in the fields of consumer activities and marketing programs. Prior to that time, he served as a staff assistant to Secretary Freeman, with primary responsibility for public relations.

From these vantage points, the 38-year old administrator who has a BS in Economics, has observed and participated in the key role which USDA, as a Federal agency, plays as an arbitrator of the pressures of such competing interests as producers, processors, marketers, and consumers.

An arbitrator must be prepared, he maintains, to suggest innovations and changes to effectively mold the competing pressures into a policy of progress for all. Thus, C&MS must be the innovator for its programs if USDA is to successfully meet the challenge of public service in the approaching decade.

"We are fortunate to have very capable people in C&MS who know how government managers have to function within the constantly

changing climate of public demands for program services.

"For the immediate, I plan to concentrate on C&MS' budget and personnel needs, to insure that we have the resources available to meet our expanding responsibilities. This will require developing meaningful figures that will enable us to better explain—communicate—our program responsibilities. And that is no easy task for a service agency like C&MS.

"In the process," he says, "I will be testing ideas with the staff, drawing upon their sound judgment gained over years of experience. In the meantime, the channel of communications is wide open to all who have ideas on how C&MS can anticipate and innovate change for the future."

USDA's Consumer and Marketing Service is responsible for meat and poultry inspection, administration of marketing orders, the food stamp and commodity distribution programs, and Federal contributions to the School Lunch Program, and marketing service functions.